

Nikki Watkins

From: David Welch
Sent: Thursday, October 13, 2016 8:46 AM
To: Nikki Watkins
Subject: FW: Rob Walker proposals
Attachments: Rob Walker Campaign 60's-rev.pdf

I've sent a series of proposals for four of our stations to the agency guy for the Rob Walker district 10 city council race. Here's one. More to come.

From: David Welch
Sent: Wednesday, October 12, 2016 4:07 PM
To: 'Peter Nevland'
Cc: Brooke Gallagher
Subject: RE: Rob Walker proposals

Here's my revised proposal. Working on KLBJ-FM next. Still awaiting rates for BOB and KGSR.

From: Peter Nevland [<mailto:peternevland@wizardofads.com>]
Sent: Wednesday, October 12, 2016 2:47 PM
To: David Welch
Subject: Re: Rob Walker proposals
Importance: High

Hey, David,

Here's the schedule I'm looking at for KLBJ-AM. The 3 weeks would start on Tuesday, Oct 18 and then we'd have some extra spots (6 total, shown below the table) to run on election day...

Daypart	:60 Ads/wk	Freq.	\$\$/Ad	Weeks
M-F 10a-3p	17	2.5	\$85.00	3
M-F 7p-12M	25	2.2	\$15.00	3

+ 2 :60 ads on Tues, Nov 8 during 6a-10a for \$120/spot
+ 4 :60 ads on Tues, Nov 8 during 10a-3p for \$85/spot

Total Gross: \$6040
Total Net: \$5134

If you could put that together in a schedule showing the weekly net reach, and send it back to me along with rates, net reach and frequency for KLBJ FM, BOB FM and KGSR similar to what you first sent me for KLBJ-AM, that would be great.

Thanks,
Peter.

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On Oct 12, 2016, at 11:39 AM, David Welch <DWelch@emmisaustin.com> wrote:

Hi Peter—

Attached are two proposals, one for 60 second spots, the other for 30's.

To achieve a 2.5 frequency per daypart requires a lot of spots, which I have a feeling will be cost prohibitive. But I'll let you see what you think.

Also attached is the political information form that we must have completed and signed for our files before the campaign can start.

Thanks and let me know how else I can help.

David Welch

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View my resume of qualifications at: <http://bit.ly/298nnpY>

<Rob Walker Campaign 30's.pdf><Rob Walker Campaign 60's.pdf><POLITICAL FORM
aug10.ppt>